

STATEMENT UNDER 37 CFR 3.73(b)

Applicant: C. Pizaris-Henderson, et al.

Application No.: 10/724,546 Filed Date: November 26, 2003

Titled: System and Method for Pay for Performance Advertising Having Biddable Advertising Units Utilizing Rotating Routing to Advertiser Websites

MIVA AK, Inc. a Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

States that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %), or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)  
the patent application/patent identified above, by virtue of either:
- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in  
the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a  
copy therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: Findwhat.com  
The document was recorded in the United States Patent and Trademark Office at  
Reel: 015289 Frame: 0793
2. From: Findwhat.com To: Findwhat.com, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel: 016555 Frame: 0864
3. From: Findwhat.com, Inc., Miva Renaming Corp. To: Miva, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel: 016927 Frame: 0500
4. From: Miva, Inc., B&B Advertising, Inc., Miva (UK) Limited To: U.S. Acquisition Sub, Inc. (whose name has been changed to MIVA AK, Inc.), Ajax Media LTD., Adknowledge, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel: 022750 Frame: 0925
5. From: U.S. Acquisition Sub, Inc. To: Miva AK, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel: 022751 Frame: 0935

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Respectfully submitted

Date: March 26, 2010

/Jerome R. Smith, Jr./

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